BTEC Assignment Brief

Qualification	Pearson International BTEC Level 3 Foundation Diploma in Marketing Pearson International BTEC Level 3 Diploma in Marketing Pearson International BTEC Level 3 International Extended Diploma in Marketing
Unit number and title	Unit 12: Influencer Marketing
Learning aim(s)	**A:** Investigate influencers and their associated marketing campaigns
Assignment title	How do social media influencers market themselves?
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Following a successful role as a part-time digital marketing assistant, there is one area of the sector which you are not so familiar with: social media influencers. You decide to investigate how social media influencers market themselves.

Task	You decide to write a report on your findings. You need to include: • a methodical and in-depth examination of different types of influencers and their characteristics, including the types of influence they exert • an explanation of different types of influencer marketing campaigns • an explanation of the similarities and differences of different types of influencer and influencer marketing campaigns • an evaluation of the relationship between influencer, type of influencer campaign and influencer requirements, using relevant examples from different types of influencing • a justified conclusion as to the most effective types of influencer and their campaigns.
Checklist of evidence required	Electronic report
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
12/A.D1	Evaluate the relationship between influencer, type of influencer campaign and influencer requirements.
12/A.M1	Compare the different types of influencer and influencer marketing campaigns.
12/A.P1	Describe the different types of influencers and their characteristics.
12/A.P2	Explain the different types of influencer marketing campaigns.

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Sources of information to support you with this Assignment	**Websites** https://digitalmarketinginstitute.com/en-gb/blog/9-of-the-biggest-social-media-influencers-on-instagram Biggest social media influencers https://influencermarketinghub.com/what-is-an-influencer/ Social media influencers www.bbc.co.uk/news/technology-50418807 Social media influencers' incomes https://blog.hubspot.com/marketing/examples-of-influencer-marketing-campaigns Influencer marketing campaigns https://www.bigcommerce.co.uk/blog/influencer-marketing/ Influencer marketing blog